



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Cooke for Governor-D  
124 South 600 East  
Salt Lake City, UT 84102

# Contract # 1387933

**Schedule Dates** 10/08/12-11/06/12  
**Advertiser** Cooke for Governor-D (74458)  
**Agency** Cooke For Governor-D (13093)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** cooke for governor oct 8 through nov 5 (478281)  
**Salesperson** Henderson, Kristen (2948)  
**Sales Office** KUTV/KMYU  
**Buyer Name** Bishop, Mary  
**Phone/Fax** (801) 363-2270 /  
**CPE** N/A  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments**

**Date Entered** 10/03/12  
**Last Modified** 10/29/12  
**Entered By** Chantyrce Diehl  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,843.25  
**Net Total** \$33,111.75  
**Sales Tax**

Salt Lake City (KUTV)		
By Broadcast Month	Spots	Rate
Oct. 2012	83	\$18,050.00
Nov. 2012	57	\$20,905.00
<b>Grand Total:</b>	<b>140</b>	<b>\$38,955.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / News	10/08/12-11/02/12	1	:30	5A- News-2 News This Morning 5a	2	X	X	X	X	X						Salt Lake City (KUTV)		10/3/12
1.1	End Dated Line / News	10/08/12-10/12/12	1	:30	5A- News-2 News This Morning 5a	2	X	X	X	X	X			2	\$200.00	\$400.00	Salt Lake City (KUTV)		10/11/12
2.0	Revised Line / News	11/05/12-11/06/12	1	:30	5A- News-2 News This Morning 5a	1	1										Salt Lake City (KUTV)		10/3/12
2.1	Normal Line / News	11/05/12-11/05/12	1	:30	5A- News-2 News This Morning 5a	1								1	\$200.00	\$200.00	Salt Lake City (KUTV)		10/11/12
3.0	Revised Line / News	10/08/12-10/26/12	1	:30	5:30A- News-2 News This Morning 530a	2	X	X	X	X	X						Salt Lake City (KUTV)		10/3/12
3.1	End Dated Line / News	10/08/12-10/12/12	1	:30	5:30A- News-2 News This Morning 530a	2	X	X	X	X	X			2	\$350.00	\$700.00	Salt Lake City (KUTV)		10/11/12
5.0	Revised Line / News	11/05/12-11/06/12	1	:30	5:30A- News-2 News This Morning 530a	2	1										Salt Lake City (KUTV)		10/3/12
5.1	Normal Line / News	11/05/12-11/05/12	1	:30	5:30A- News-2 News This Morning 530a	2								2	\$350.00	\$700.00	Salt Lake City (KUTV)		10/11/12
6.0	Revised Line / News	10/08/12-11/02/12	3	:30	6A- 8A (MST)	3	X	X	X	X	X						Salt Lake City (KUTV)		10/3/12
6.1	End Dated Line / News	10/08/12-10/12/12	3	:30	6A- 8A (MST)	3	X	X	X	X	X			3	\$275.00	\$825.00	Salt Lake City (KUTV)		10/11/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_ Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
Comments: REVISION #2



KUTV  
299 S Main St  
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Cooke for Governor-D  
124 South 600 East  
Salt Lake City, UT 84102

## Contract # 1387933

Schedule Dates	10/08/12-11/06/12	Date Entered	10/03/12
Advertiser	Cooke for Governor-D (74458)	Last Modified	10/29/12
Agency	Cooke For Governor-D (13093)	Entered By	Charityce Diehl
Product	POLITICAL CANDIDATE (ns) (1186)	CO-OP	No
Brand	cooke for governor oct 8 through nov 5 (478281)	Headline #	
Salesperson	Henderson, Kristen (2948)	Demo	
Sales Office	KUTV/KMYU	Order Type	Normal
Buyer Name	Bishop, Mary	Package Deal	
Phone/Fax	(801) 363-2270 /	Commission %	15.00
CPE	N/A	Commission	\$5,843.25
Account Types	Local/Political Candidate Agency BRD	Net Total	\$33,111.75
Billing Type	Standard	Sales Tax	
Comments			

Salt Lake City (KUTV)			
By Broadcast Month	Spots	Rate	
Oct. 2012	83	\$18,050.00	
Nov. 2012	57	\$20,905.00	
Grand Total:	140	\$38,955.00	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
7.0	Revised Line / News	11/05/12-11/06/12	3	:30	6A- 8A (MST)	1	1	1						1			Salt Lake City (KUTV)		10/3/12
7.1	Normal Line / News	11/05/12-11/05/12	3	:30	6A- 8A (MST)	1								1		\$275.00	Salt Lake City (KUTV)		10/11/12
8.0	Revised Line / SPOT	10/08/12-11/02/12	1	:30	6A- CBS-This Morning (New Title)	2	X	X	X	X	X			2			Salt Lake City (KUTV)		10/3/12
8.1	End Dated Line / SPOT	10/08/12-10/12/12	1	:30	6A- CBS-This Morning (New Title)	2	X	X	X	X	X			2		\$300.00	Salt Lake City (KUTV)		10/11/12
9.0	Revised Line / SPOT	11/05/12-11/06/12	1	:30	6A- CBS-This Morning (New Title)	1		1									Salt Lake City (KUTV)		10/3/12
9.1	Normal Line / SPOT(8/E)	11/05/12-11/05/12	1	:15/:15	8A- CBS-This Morning (New Title)	1								1		\$300.00	Salt Lake City (KUTV)		10/11/12
10.0	Normal Line / SPOT	10/08/12-11/02/12	3	:30	2P- CBS-The Talk	2	X	X	X	X	X			8		\$175.00	Salt Lake City (KUTV)		10/3/12
11.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	2P- CBS-The Talk	1								1		\$175.00	Salt Lake City (KUTV)		10/3/12
12.0	Revised Line / SPOT	10/08/12-10/26/12	3	:30	3P- Ricki Lake	3	X	X	X	X	X						Salt Lake City (KUTV)		10/3/12
12.1	End Dated Line / SPOT	10/08/12-10/12/12	3	:30	3P- Ricki Lake	3	X	X	X	X	X			3		\$225.00	Salt Lake City (KUTV)		10/11/12
13.0	Revised Line / SPOT	10/29/12-11/02/12	3	:30	3P- Ricki Lake	4	X	X	X	X	X						Salt Lake City (KUTV)		10/3/12
13.1	Normal Line / SPOT	10/29/12-11/02/12	3	:30	3P- Ricki Lake	3	X	X	X	X	X			3		\$225.00	Salt Lake City (KUTV)		10/11/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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124 South 600 East  
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## Contract # 1387933

**Schedule Dates** 10/08/12-11/06/12  
**Advertiser** Cooke for Governor-D (74458)  
**Agency** Cooke For Governor-D (13093)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** cooke for governor oct 8 through nov 5 (478281)  
**Salesperson** Henderson, Kristen (2948)  
**Sales Office** KUTV/KMYU  
**Buyer Name** Bishop, Mary  
**Phone/Fax** (801) 363-2270 /  
**CPE** N/A  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments**

**Date Entered** 10/03/12  
**Last Modified** 10/29/12  
**Entered By** Chantyce Diehl  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,843.25  
**Net Total** \$33,111.75  
**Sales Tax**

Salt Lake City (KUTV)		Rate
By Broadcast Month	Spots	
Oct. 2012	83	\$18,050.00
Nov. 2012	57	\$20,905.00
<b>Grand Total:</b>	<b>140</b>	<b>\$38,955.00</b>

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Revised Line / SPOT	11/05/12-11/06/12	3	:30	3P- Ricki Lake		2	1						2	\$225.00	\$450.00	Salt Lake City (KUTV)		10/3/12
14.1	Normal Line / SPOT	11/05/12-11/05/12	3	:30	3P- Ricki Lake												Salt Lake City (KUTV)		10/11/12
15.0	Revised Line / News	10/08/12-10/26/12	3	:30	4P- News-2 News at 4p		3	X	X	X	X	X					Salt Lake City (KUTV)		10/3/12
15.1	End Dated Line / News	10/08/12-10/12/12	3	:30	4P- News-2 News at 4p		3	X	X	X	X	X		3	\$175.00	\$525.00	Salt Lake City (KUTV)		10/11/12
16.0	Revised Line / News	10/29/12-11/02/12	3	:30	4P- News-2 News at 4p		4	X	X	X	X	X					Salt Lake City (KUTV)		10/3/12
16.1	Normal Line / News	10/29/12-11/02/12	3	:30	4P- News-2 News at 4p		3	X	X	X	X	X		3	\$175.00	\$525.00	Salt Lake City (KUTV)		10/11/12
17.0	Revised Line / News	11/05/12-11/06/12	3	:30	4P- News-2 News at 4p		2	1									Salt Lake City (KUTV)		10/3/12
17.1	Normal Line / News	11/05/12-11/05/12	3	:30	4P- News-2 News at 4p		2							2	\$175.00	\$350.00	Salt Lake City (KUTV)		10/11/12
18.0	Revised Line / News	10/08/12-10/19/12	3	:30	4:30P- News-2 News at 430p		3	X	X	X	X	X					Salt Lake City (KUTV)		10/3/12
18.1	End Dated Line / News	10/08/12-10/12/12	3	:30	4:30P- News-2 News at 430p		3	X	X	X	X	X		3	\$200.00	\$600.00	Salt Lake City (KUTV)		10/11/12
19.0	Revised Line / News	10/22/12-11/02/12	3	:30	4:30P- News-2 News at 430p		4	X	X	X	X	X					Salt Lake City (KUTV)		10/3/12
19.1	Normal Line / News	10/22/12-11/02/12	3	:30	4:30P- News-2 News at 430p		3	X	X	X	X	X		6	\$200.00	\$1,200.00	Salt Lake City (KUTV)		10/11/12

Accepted-Agency/Advertiser:

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**Salesperson** Henderson, Kristen (2948)  
**Sales Office** KUTV/KMYU  
**Buyer Name** Bishop, Mary  
**Phone/Fax** (801) 363-2270 /  
**CPE** N/A  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments**

**Date Entered** 10/03/12  
**Last Modified** 10/29/12  
**Entered By** Chantyce Diehl  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,843.25  
**Net Total** \$33,111.75  
**Sales Tax**

Salt Lake City (KUTV)		
By Broadcast Month	Spots	Rate
Oct. 2012	83	\$18,050.00
Nov. 2012	57	\$20,905.00
<b>Grand Total:</b>	<b>140</b>	<b>\$38,955.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
20.0	Revised Line / News	11/05/12-11/05/12	3	:30	4:30P- News-2 News at 430P	1	1							1			Salt Lake City (KUTV)		10/3/12
20.1	Normal Line / News(B/E)	11/05/12-11/05/12	3	:15	4:30P- News-2 News at 430P	1	1							1	\$200.00	\$200.00	Salt Lake City (KUTV)		10/11/12
21.0	Revised Line / News	10/29/12-11/02/12	1	:30	10P- News-2 News at 10p	1	X	X	X	X	X						Salt Lake City (KUTV)		10/3/12
21.1	Normal Line / News(B/E)	10/29/12-11/02/12	1	:15	10P- News-2 News at 10p	1	X	X	X	X	X			1	\$2,500.00	\$2,500.00	Salt Lake City (KUTV)		10/11/12
22.0	Revised Line / News	11/05/12-11/05/12	1	:30	10P- News-2 News at 10p	1	1										Salt Lake City (KUTV)		10/3/12
22.1	Normal Line / News(B/E)	11/05/12-11/05/12	1	:15	10P- News-2 News at 10p	1	1							1	\$2,500.00	\$2,500.00	Salt Lake City (KUTV)		10/11/12
23.0	Normal Line / SPOT	10/08/12-10/26/12	3	:30	10:35P- CBS-The David Letterman Show	3	X	X	X	X	X			9	\$285.00	\$2,565.00	Salt Lake City (KUTV)		10/3/12
24.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	10:35P- CBS-The David Letterman Show	4	X	X	X	X	X			4	\$285.00	\$1,140.00	Salt Lake City (KUTV)		10/3/12
25.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	10:35P- CBS-The David Letterman Show	1	1							1	\$285.00	\$285.00	Salt Lake City (KUTV)		10/3/12
26.0	Revised Line / SPOT	10/08/12-11/02/12	3	:30	11:35P- CBS-The Late, Late Show	4	X	X	X	X	X						Salt Lake City (KUTV)		10/3/12
26.1	End Dated Line / SPOT	10/08/12-10/12/12	3	:30	11:35P- CBS-The Late, Late Show	4	X	X	X	X	X			4	\$80.00	\$320.00	Salt Lake City (KUTV)		10/11/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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**Advertiser** Cooke for Governor-D (74458)  
**Agency** Cooke For Governor-D (13093)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** cooke for governor oct 8 through nov 5 (478281)  
**Salesperson** Henderson, Kristen (2948)  
**Sales Office** KUTV/KMYU  
**Buyer Name** Bishop, Mary  
**Phone/Fax** (801) 363-2270 /  
**CPE** N/A  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments**

**Date Entered** 10/03/12  
**Last Modified** 10/29/12  
**Entered By** Chantyce Diehl  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,843.25  
**Net Total** \$33,111.75  
**Sales Tax**

Salt Lake City (KUTV)		Rate
By Broadcast Month	Spots	
Oct. 2012	83	\$18,050.00
Nov. 2012	57	\$20,905.00
<b>Grand Total:</b>	<b>140</b>	<b>\$38,955.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
27.0	Revised Line / SPOT	11/05/12-11/05/12	3	:30	11:35P- CBS-The Late, Late Show	2								1	\$80.00	\$80.00	Salt Lake City (KUTV)		10/3/12
27.1	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11:35P- CBS-The Late, Late Show	1								1	\$80.00	\$80.00	Salt Lake City (KUTV)		10/11/12
28.0	Normal Line / Prime	11/02/12-11/02/12	3	:30	9P- CBS-Blue Bloods (Friday)						1			1	\$1,000.00	\$1,000.00	Salt Lake City (KUTV)		10/3/12
29.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	8A- CBS-News Sunday Morning								1	1	\$300.00	\$300.00	Salt Lake City (KUTV)		10/3/12
30.0	Normal Line / Football	11/04/12-11/04/12	3	:30	10:57A- Sports-CBS NFL								1	1	\$1,500.00	\$1,500.00	Salt Lake City (KUTV)		10/10/12
31.0	Normal Line / News	10/15/12-11/02/12	1	:30	5A- News-2 News This Morning 5a	1	X	X	X	X	X			3	\$200.00	\$600.00	Salt Lake City (KUTV)		10/11/12
32.0	Normal Line / News(6/E)	10/15/12-11/02/12	1	:15	:15-15:5A- News-2 News This Morning 5a	1	X	X	X	X	X			3	\$200.00	\$600.00	Salt Lake City (KUTV)		10/11/12
33.0	Normal Line / News(6/E)	11/06/12-11/06/12	1	:15	:15-15:5A- News-2 News This Morning 5a			1						1	\$200.00	\$200.00	Salt Lake City (KUTV)		10/11/12
34.0	Normal Line / News	10/15/12-10/26/12	1	:30	5:30A- News-2 News This Morning 530a	1	X	X	X	X	X			2	\$350.00	\$700.00	Salt Lake City (KUTV)		10/11/12
35.0	Normal Line / News(6/E)	10/15/12-10/26/12	1	:15	:15-15:5:30A- News-2 News This Morning 530a	1	X	X	X	X	X			2	\$350.00	\$700.00	Salt Lake City (KUTV)		10/11/12

## CONFIRMATION CONTRACT

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**Agency** Cooke For Governor-D (13093)  
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**Brand** cooke for governor oct 8 through nov 5 (478281)  
**Salesperson** Henderson, Kristen (2948)  
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**Buyer Name** Bishop, Mary  
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**CPE** N/A  
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**Commission** \$5,843.25  
**Net Total** \$33,111.75  
**Sales Tax**

**Salt Lake City (KUTV)**  
By Broadcast Month  
Oct. 2012 83 \$18,050.00  
Nov. 2012 57 \$20,905.00  
Grand Total: 140 \$38,955.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
36.0	Normal Line / News(8/E)	10/29/12-11/02/12	1	:15	1:15-3:00A- News-2 News This Morning 530a	1	X	X	X	X	X			1	\$350.00	\$350.00	Salt Lake City (KUTV)		10/11/12
37.0	Normal Line / News	10/29/12-11/02/12	1	:30	5:30A- News-2 News This Morning 530a	2	X	X	X	X	X			2	\$350.00	\$700.00	Salt Lake City (KUTV)		10/11/12
38.0	Normal Line / News(8/E)	11/06/12-11/06/12	1	:15	1:15-3:00A- News-2 News This Morning 530a	1		1						1	\$350.00	\$350.00	Salt Lake City (KUTV)		10/11/12
39.0	Normal Line / News	10/15/12-11/02/12	3	:30	6A- 8A (MST)	2	X	X	X	X	X			6	\$275.00	\$1,650.00	Salt Lake City (KUTV)		10/11/12
40.0	Normal Line / News(8/E)	10/15/12-11/02/12	3	:15	1:15-6A- 8A (MST)	1	X	X	X	X	X			3	\$275.00	\$825.00	Salt Lake City (KUTV)		10/11/12
41.0	Normal Line / News(8/E)	11/06/12-11/06/12	3	:15	1:15-6A- 8A (MST)	1		1						1	\$275.00	\$275.00	Salt Lake City (KUTV)		10/11/12
42.0	Normal Line / SPOT	10/15/12-11/02/12	1	:30	8A- CBS-This Morning (New Title)	1	X	X	X	X	X			3	\$300.00	\$900.00	Salt Lake City (KUTV)		10/11/12
43.0	Normal Line / SPOT(8/E)	10/15/12-11/02/12	1	:15	1:15-6A- CBS-This Morning (New Title)	1	X	X	X	X	X			3	\$300.00	\$900.00	Salt Lake City (KUTV)		10/11/12
44.0	Normal Line / SPOT	11/06/12-11/06/12	1	:30	6A- CBS-This Morning (New Title)	1		1						1	\$300.00	\$300.00	Salt Lake City (KUTV)		10/11/12
45.0	Normal Line / SPOT	10/15/12-10/26/12	3	:30	9P- Ricki Lake	2	X	X	X	X	X			4	\$225.00	\$900.00	Salt Lake City (KUTV)		10/11/12
46.0	Normal Line / SPOT(8/E)	10/15/12-10/26/12	3	:15	1:15-5P- Ricki Lake	1	X	X	X	X	X			2	\$225.00	\$450.00	Salt Lake City (KUTV)		10/11/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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Date:

Comments:



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Salt Lake City, UT 84111

Cooke for Governor-D  
124 South 600 East  
Salt Lake City, UT 84102

# Contract # 1387933

Schedule Dates	10/08/12-11/06/12	Date Entered	10/03/12
Advertiser	Cooke for Governor-D (74458)	Last Modified	10/29/12
Agency	Cooke For Governor-D (13093)	Entered By	Chantyce Diehl
Product	POLITICAL CANDIDATE (ns) (1186)	CO-OP	No
Brand	cooke for governor oct 8 through nov 5 (478281)	Headline #	
Salesperson	Henderson, Kristen (2948)	Demo	
Sales Office	KUTV/KMYU	Order Type	Normal
Buyer Name	Bishop, Mary	Package Deal	
Phone/Fax	(801) 363-2270 /	Commission %	15.00
CPE	N/A	Commission	\$5,843.25
Account Types	Local/Political Candidate Agency BRD	Net Total	\$33,111.75
Billing Type	Standard	Sales Tax	
Comments			

Salt Lake City (KUTV)		
By Broadcast Month	Spots	Rate
Oct. 2012	83	\$18,050.00
Nov. 2012	57	\$20,905.00
Grand Total:	140	\$38,955.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
47.0	Normal Line / SPOT(B/E)	10/29/12-11/02/12	3	:15/:15	3P- Ricki Lake	1	X	X	X	X	X			1	\$225.00	\$225.00	Salt Lake City (KUTV)		10/11/12
49.0	Normal Line / News	10/15/12-10/26/12	3	:30	4P- News-2 News at 4p	2	X	X	X	X	X			4	\$175.00	\$700.00	Salt Lake City (KUTV)		10/11/12
50.0	Normal Line / News(B/E)	10/15/12-10/26/12	3	:15/:15	4P- News-2 News at 4p	1	X	X	X	X	X			2	\$175.00	\$350.00	Salt Lake City (KUTV)		10/11/12
51.0	Normal Line / News(B/E)	10/29/12-11/02/12	3	:15/:15	4P- News-2 News at 4p	1	X	X	X	X	X			1	\$175.00	\$175.00	Salt Lake City (KUTV)		10/11/12
54.0	Normal Line / News	10/15/12-10/19/12	3	:30	4:30P- News-2 News at 430p	2	X	X	X	X	X			2	\$200.00	\$400.00	Salt Lake City (KUTV)		10/11/12
55.0	Normal Line / News(B/E)	10/15/12-10/19/12	3	:15/:15	4:30P- News-2 News at 430p	1	X	X	X	X	X			1	\$200.00	\$200.00	Salt Lake City (KUTV)		10/11/12
56.0	Normal Line / News(B/E)	10/22/12-11/02/12	3	:15/:15	4:30P- News-2 News at 430p	1	X	X	X	X	X			2	\$200.00	\$400.00	Salt Lake City (KUTV)		10/11/12
57.0	Normal Line / SPOT	10/15/12-11/02/12	3	:30	11:35P- CBS-The Late, Late Show	3	X	X	X	X	X			9	\$80.00	\$720.00	Salt Lake City (KUTV)		10/11/12
58.0	Normal Line / SPOT(B/E)	10/15/12-11/02/12	3	:15/:15	11:35P- CBS-The Late, Late Show	1	X	X	X	X	X			3	\$80.00	\$240.00	Salt Lake City (KUTV)		10/11/12
59.0	Normal Line / SPOT(B/E)	11/05/12-11/05/12	3	:15/:15	11:35P- CBS-The Late, Late Show	1								1	\$80.00	\$80.00	Salt Lake City (KUTV)		10/11/12
60.0	Normal Line / SPOT	10/28/12-11/04/12	3	:30	8A- CBS-News Sunday Morning								1	2	\$300.00	\$600.00	Salt Lake City (KUTV)		10/25/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Cooke for Governor-D  
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## CONFIRMATION CONTRACT

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
61.0	Normal Line / Football	11/04/12-11/04/12	3	:30	2P- Sports-CBS NFL 2								1	1	\$1,500.00	\$1,500.00	Salt Lake City (KUTV)		10/29/12
Accepted-Agency/Advertiser: _____ Date: _____																			
Accepted-Station: _____ Date: _____ Comments: _____																			



## Kristen Henderson

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**From:** Shannon Eaker  
**Sent:** Friday, October 26, 2012 3:07 PM  
**To:** Kristen Henderson  
**Subject:** FW: Cooke campaign update

Since this spot is not until 11/4 – I did not input this on the order because I wanted to wait for you.

Please let me know if you need me to do anything and I will be happy to help.

Thanks Kristen!

Shannon Eaker  
Regional Sales Manager  
KUTV & KMYU – Salt Lake City  
KTVL & NTVL – Medford  
801-839-1284 – Direct  
310-595-4530 – Cell  
801-839-1101 – Fax  
[seaker@sbgnet.com](mailto:seaker@sbgnet.com)

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**From:** Tracey Harty [[mailto:tracey\\_harty@me.com](mailto:tracey_harty@me.com)]  
**Sent:** Friday, October 26, 2012 2:55 PM  
**To:** Jeff Stern  
**Cc:** Kristen Henderson; kutv traffic; Shannon Eaker  
**Subject:** Re: Cooke campaign update

Yes, please add this spot: "Hill Field :30" to the schedule for Nov. 4, 2-5 p.m.


Thank you,

+ + + + +

**TRACEY HARTY**  
Deputy Communications Director  
Cooke for Governor  
801.953.5678  
[tracey\\_harty@me.com](mailto:tracey_harty@me.com)

On Oct 26, 2012, at 2:05 PM, Jeff Stern wrote:

Kristin

 Tracey just called and added the 2<sup>nd</sup> AFC Game on 11/4/12 for \$1500 to the KUTV schedule for Cooke for Governor. I asked her to send an Email confirming the add.....

*Jeff Stern*

## Shannon Eaker

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**From:** Tracey Harty <tracey\_harty@me.com>  
**Sent:** Thursday, October 25, 2012 3:15 PM  
**To:** Shannon Eaker  
**Cc:** Kristen Henderson  
**Subject:** Re: Cooke campaign update

Shannon,

YES, though I believe number of spots is 139. Traffic change request still stands: Replace "ExperienceREV" spot with "Hill Field".

Thanks

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### TRACEY HARTY

Deputy Communications Director  
Cooke for Governor  
801.953.5678  
[tracey\\_harty@me.com](mailto:tracey_harty@me.com)

\$37,455 / 139X

On Oct 25, 2012, at 3:09 PM, Shannon Eaker wrote:

Just confirming that we will be making no changes to this order in regards to traffic.

As far as the revision that you said to do earlier –

Please cancel the spots Tuesday, Nov. 6 during Rikki Lake (\$225) and 2 News at 4 (\$175), and ADD Sunday, 10/28 and Sunday 11/4 8-9:30a CBS Sunday Morning at \$300.

Total cancel would be \$400

Total add would be \$600

You would be adding an additional \$200 to this schedule.

Revised total = \$37,455 and 141 spots.

Is this what you want to do?

Please confirm.

Thank you!

SUN 11/4 930A 10/28

11/4

:30 \$300

section 3

CBS Sunday Morning